

# MORGAN COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
<b>DEMOGRAPHIC</b>					
Population	8,516	8,888	9,265	4.2%	21
Total Non-Ag Employment	1,860	1,867	1,978	5.9%	25
Non-Ag Avg Monthly Wage	\$2,237	\$2,365	\$2,427	2.6%	15
Per Capita Income	\$24,715	\$25,562	\$27,750	8.6%	10
Unemployment Rate*	4.3%	3.0%	2.7%	-10.0%	12
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers (Thousands)	\$3,773	\$4,847	\$4,993	3.0%	28
Travel & Tourism Related Employment	167	177	174	-1.7%	25
<b>TOURISM TAX REVENUES (000s)</b>					
Local Tax Revenues from Traveler Spending	\$140	\$182	\$164	-9.9%	26
Transient Room Tax	\$1.4	\$2.8	\$2.2	-21.4%	29
Restaurant Tax	\$27.6	\$37.3	\$35.6	-4.6%	23
Car Rental Tax	\$6.7	\$7.5	\$8.2	9.3%	9
Gross Taxable Retail Sales (millions)	\$57.9	\$66.1	\$67.8	2.6%	25
<b>REGIONAL VISITATION COUNTS</b>					
I-80 UT/WY Traffic Count	4,557,025	4,609,950	4,803,400	4.2%	
Lagoon Amusement Park	1,100,000	1,200,000	1,400,000	16.7%	
Willard Bay S.P.	244,049	325,933	192,224	-41.0%	
This Is The Place S.P.	355,600	88,500	360,000	306.8%	
Antelope Island S.P.	270,884	250,886	281,266	12.1%	
Great Salt Lake S.P.	57,966	138,763	250,478	80.5%	
Rockport S.P.	172,783	117,683	127,832	8.6%	
East Canyon S.P.	55,904	95,543	98,010	2.6%	
Golden Spike N.H.S.	40,156	45,341	45,088	-0.6%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

\* Several Counties have identical Unemployment Rates

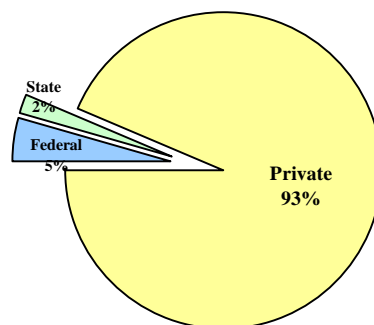
Land Ownership - 2007	No. of Acres	% Total
<b>Total Acres in County</b>	<b>389,696</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>17,186</b>	<b>4.4%</b>
BLM	741	0.2%
US Forest Service	16,445	4.2%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
<b>State Government</b>	<b>8,080</b>	<b>2.1%</b>
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	7,239	1.9%
State Trust Lands	--	--
Other ••	--	--
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private*</b>	<b>364,439</b>	<b>93.5%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2007



# Morgan County Tourism Profile

